



Agenda

DATE 10/27/14 TIME 3:02p
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SANTA FE FILM & DIGITAL MEDIA COMMISSION

Santa Fe Council Chambers

November 1, 2016

10:00 a.m. - 11:45 a.m.

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| Call to order | 10:00 |
| Roll Call | 10:01 |
| Approval of Minutes | 10:02 |
| Approval of Agenda | 10:03 |
| Update from Alexandra Ladd, City Liaison | 10:04 |
| Film office update from Eric Witt | 10:08 |
| Update from Randy Randall | 10:14 |
| Report, distribution working group, Lee Zlotoff | 10:19 |
| Report, post production working group, David Aubrey | 10:24 |
| Report, community building task force, Adam Shaening-Pokrasso | 10:30 |
| Discussion | 10:40 |
| Discussion about local industry gaps | 11:04 |
| Update on vacant City facilities, Elias Gallegos and Nani Rivera | 11:06 |
| City resolution regarding industry priority | 11:13 |
| Goals for next meeting | 11:20 |
| Any other business | 11:25 |
| Questions from visitors | 11:30 |
| Adjourn | 11:45 |

Next meeting: December 6, 10:00 – 11:45 AM, Convention Center

Persons with disabilities in need of accommodations, contact the City Clerk's Office at 955-6520, five (5) working days prior to meeting date.

**SUMMARY OF ACTION
SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE COUNCIL CHAMBERS
TUESDAY, NOVEMBER 1, 2016, 10:00 AM**

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| FILM OFFICE UPDATE FROM ERIC WITT | INFORMATION/DISCUSSION | 2-3 |
| UPDATE FROM RANDY RANDALL | INFORMATION/DISCUSSION | 3 |
| REPORT FROM DISTRIBUTION WORKING GROUP, LEE ZLOTOFF | INFORMATION/DISCUSSION | 3 |
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| CITY RESOLUTION REGARDING INDUSTRY PRIORITY | INFORMATION/DISCUSSION | 13-14 |
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**SANTA FE FILM AND DIGITAL MEDIA COMMISSION
SANTA FE COUNCIL CHAMBERS
TUESDAY, NOVEMBER 1, 2016, 10:00 AM**

1. CALL TO ORDER

The meeting of the Santa Fe Film and Digital Media Commission was called to order by Chair Deborah Potter, at 10:00 am, on Tuesday, November 1, 2016, in the Santa Fe Council Chambers, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Deborah Potter, Chair
Adam Shaening-Pokrasso
Nani Rivera
Andrea Meditch
David Aubrey
James Lujan
Michael Becker
Pamela Pierce
Jacques Paisner, Alternate
Jilann Spitzmiller, Alternate
Lee Zlotoff, Alternate

MEMBERS EXCUSED

Jim Gollin
Doug Acton
Elias Gallegos
Susan Fiore
Kirk Ellis
Edward McLoughlin
David Manzanares
Bruce McKenna

STAFF PRESENT

Alexandra Ladd, City of Santa Fe, Commission Liaison,
Randy Randall, Convention and Visitors Bureau
Eric Witt, Film Office
Elizabeth Martin, Stenographer

3. APPROVAL OF MINUTES FROM OCTOBER

MOTION A motion was made by Commissioner Meditch, seconded by Commissioner Pierce, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF AGENDA

MOTION A motion was made by Commissioner Meditch, seconded by Commissioner Aubrey, to approve the agenda as presented.

VOTE The motion was passed unanimously by voice vote.

5. UPDATE FROM ALEXANDRA LADD, CITY LIAISON

Ms. Ladd said the report that Chair Potter authored on the progress and accomplishments of this Commission will be on the consent agenda for the City Council on November 9th. They can approve the consent agenda with the report included or they can pull it off for discussion. It does satisfy this Commission's requirement to report every six months to the Council.

Ms. Ladd further reported that she continues to serve as the interim Economic Development Director and asked the Commissioners to reach out if they need anything.

6. FILM OFFICE UPDATE FROM ERIC WITT

Mr. Witt reported that we made it through the Special Session and were successful in staving off the cuts. We are definitely under the gun for the 60 day session. There is ramping up of attacks against the industry. Paul with the Rio Grande Association, which is funded by Koch brothers, has targeted New Mexico. They took down Florida's very strong incentive. They don't believe these incentive programs make money. Their issues are not applicable to New Mexico but they persist in their efforts anyway. Despite the strong support we received from the Legislature, both Republican and Democrat, and the Governor who sent a strong message to her party that she did not want to see any bills attacking film at her desk, there are still groups out there against film. Be aware of that. We are trying to start a public education campaign now about how beneficial the industry is to the state. The program pays for itself and has an even greater effect on the private sector. It is dawning on the Legislature that this program is a net money maker. We are trying to get out that message. Anything you

can do to help is appreciated.

Chair Potter asked how can we best help.

Mr. Witt said through op-eds, letters to the editor and getting the word out public education wise.

Commissioner Meditch asked are there a set of talking points you could share with all of us so we are prepared when we meet with people.

Mr. Witt said he will get something to the Commission. Jon put out a good set of points during the special session. He and Jon can get together and combine the two.

Mr. Witt said Senator John Arthur Smith, who is the Chair of the Senate Finance Committee, is supportive of continuing the film credit. If any of you know him letters to him would be great. Make sure he knows he has a lot of support in his stand to support the credit.

Mr. Witt said he is a member of the Statewide Jobs Council. We met last week. We have come up with zero to help job creation in state except to support this program. There will be well financed efforts and public pressure.

Mr. Randall said it is not an expense, it is an investment in jobs.

Mr. Witt said we get more back than we put in.

7. UPDATE FROM RANDY RANDALL

Mr. Randall said he did not have anything to add.

8 REPORT FROM DISTRIBUTION WORKING GROUP, LEE ZLOTOFF

Alternate Commissioner Zlotoff said we have not had another meeting since the last reported meeting. The next steps are that we discussed finding out exactly what is here and we are beginning to structure an overall plan to approach the community with. Our goal is to not try to go through City or government agency funds but to do this as a stand alone, independent operation that at some point the City might choose to get involved in. He will schedule another meeting before the next Commission meeting to formulate the specifics of our plan.

9. REPORT FROM POST PRODUCTION WORKING GROUP, DAVID AUBREY

Commissioner Aubrey handed out a written report from the group. This report is incorporated herewith into these minutes as Exhibit "1". He reported that they got the Facebook page established. It is a group page. It is initiated by the Commission but has no oversight by the Commission. Citizen volunteers will keep it up. He and Adam will manage the page for 3 months. He has a student to keep it going after that. It is member driven. The link to the page is in the report. We will be reaching out and making sure people know about it.

Chair Potter asked how much is on the film office website.

Commissioner Aubrey said he will meet with Eric this week and get it on there.

Commissioner Shaening-Pokrasso said we established this as a Facebook group not a page to encourage participation. The way we designed our contribution is that weekly we will put out a question or some sort of prompt to promote and give access and to start a discussion. We can come up with questions at this Commission and put them there and collect data on them and report back as to the health and vibrance of our post production community.

Alternate Commissioner Zlotoff asked what is the name of student.

Commissioner Aubrey said Alec Brown.

Alternate Commissioner Zlotoff said he is wonderful. He has interned at various productions. He has so much work here he has taken a semester off of school. He has had offers to go to LA but is doing so well here that he is staying.

Alternate Commissioner Zlotoff said there was some conversation about upgrading the internet capability for the City. We are not quite on the level we need to be on.

Commissioner Shaening-Pokrasso said that is the broadband project.

Chair Potter said we will get to that a bit further down the agenda. Would you be offended if we consider this an accomplishment of the Commission.

Commissioner Aubrey said of course not. It was initiated by this Commission.

Commissioner Shaening-Pokrasso said until we get this up and running we could use your support in getting members of the post production community on this working group. We want to strengthen our post production community.

There was some discussion about the name of the site.

Commissioner Shaening-Pokrasso said he will look a name change and update the link.

Commissioner Aubrey said we have a few people in our group now. It is small but we are in the reaching out process now.

Commissioner Shaening-Pokrasso said it is part of our unified efforts. The next step is a push to bring members on to our group. He recommend using City channels on Facebook to promote it. It is inspired by this Commission.

Ms. Ladd said to keep in touch with her and we can get that done.

Commissioner Shaening-Pokrasso said in a month's time they will be ready to do that.

Chair Potter said we can put an article in the New Mexican about it.

Commissioner Shaening-Pokrasso said promotional engines are the second step. Initially we want to get our core group on board.

Chair Potter said we need to remember that we are the Film and Digital Media Commission and make sure to include that part of the industry. Thank you so much. Great job.

10. REPORT FROM COMMUNITY BUILDING TASK FORCE, ADAM SHAENING-POKRASSO

Commissioner Shaening-Pokrasso handed out a written report. This report is incorporated herewith into these minutes as Exhibit "2". He said the goal was to discuss an event to happen in conjunction with the conversations and efforts so far of the Commission. He reviewed the report.

Commissioner Shaening-Pokrasso said we want to strengthen the core of the industry and are thinking of this event providing an avenue for Industry leaders and professionals to make connections with each other. It is designed to create an event for professionals. It was pretty unanimous that we did not want a captive audience with a panel who have to endure death by power point. We want conversations to be sparked. We want to shake up the format and maybe have an event series.

Commissioner Shaening-Pokrasso said the idea is for the participants to mingle

then we will use a mechanism such as a ticket for each table with themes and facilitators. We will need to find industry leaders to head up each of the subtopics. We will have break out groups. We want to create an opportunity to get people out of their comfort zones and create collisions. We want it to be a productive event. December is too soon so we thought January. We do not have a name yet but are open to suggestions. He is interested to hear feedback.

Ms. Ladd said the Economic Development Department facilitated a technology Roundtable. The outcomes are the same, break out groups with people to guide them. They meet every 2 or 3 months. She can get Adam the information on how that is structured as a model.

Commissioner Shaening-Pokrasso said that would be great. He also would like to know what is effective and what works and what does not work.

Ms. Ladd said she will get that to him.

11. DISCUSSION

Commissioner Meditch said this is great stuff. Congratulations. It is really exciting. It could be used to recur every couple of months and as a resource for this group for research and guidance. Are you thinking of nationally known people. We have local people as well who could be leaders.

Chair Potter said we have people on this Commission to tap.

Commissioner Meditch said it may be too soon for them schedule wise. Are you going to break out into subgroups to give us tasks to help.

Commissioner Shaening-Pokrasso said that is a great idea and a good approach for us moving forward. The subtopics are needed and the lead facilitators.

Commissioner Meditch said she would love to be part of it.

Commissioner Pierce said one of the things we talked about was providing education about the impact of film. It becomes even more important as Eric goes forward to spread the word.

Chair Potter said we could invite the Legislators.

Commissioner Meditch said maybe now we could add it as one of the breakout groups.

Commissioner Shaening-Pokrasso said we discussed opening this up to everyone and arrived at the decision that our biggest goal is to strengthen the core. Visibility of the event needs to be forward looking and focused on our successes. We need to open the event by making a big hurrah to 2016 as a banner year.

Commissioner Pierce said maybe guided by Eric on the area that needs the most education.

Alternate Commissioner Spitzmiller said it would be great to have a half page card with talking points that everyone at the event gets.

Commissioner Meditch said and do a report on the outcomes.

Commissioner Rivera said there is a Film and Media Day at the legislature. The Legislators come to Tune Up in December on a Sunday morning and there is an interactive panel. It will be on December 11th, at 11:30 am. After the election she will be getting on track with that. We are flying in speakers as well.

Chair Potter said your focus is on the whole state which is great. This would be focused on Santa Fe.

Commissioner Shaening-Pokrasso said we discussed if this was something we wanted to mix with Tune Up or keep separate. One of the important things we can do in the interim is see this as a prototype and based on how it goes we will make a decision going forward. We need to make an effort to see the Tune Up event as well and gain information from that.

Commissioner Rivera said we are always looking to merge with other entities. We usually are the only ones with a budget to do it.

Chair Potter said one of her friends, a children's book author, asked if she knew anyone who could turn one of her books into a film. She was excited about this idea. There are so many people out there who would want to come.

Alternate Commissioner Paisner said maybe you can look at the film and media conference at Isleta next week being held by the State Film Office as an example of what not to do.

Commissioner Shaening-Pokrasso said he would welcome a report on that.

Commissioner Rivera said we are doing a drone festival at the Spaceport.

Commissioner Shaening-Pokrasso said he saw some information on that. It includes flying and showcasing of equipment.

Chair Potter said this might be a great way to reach students of yours James.

Commissioner Lujan asked that the information be sent to him.

Chair Potter said you could take an entire class.

Commissioner Shaening-Pokrasso said for our event, just getting numbers of participants is not necessary. A good, small event is ok. We will be meeting again on logistics. The promotion is not casting a wide net. It is about being specific with leaders from key industries and grow it as it goes.

Commissioner Lujan said there is a financial component to this. Who is funding films. We could invite potential investors.

Commissioner Pierce said our next meeting will focus on what the breakouts should be.

Commissioner Meditch said one could be the financial component.

Chair Potter said Jim Gollin's group is working on that.

Alternate Commissioner Spitzmiller said Jim's hope was to announce what he is working on at the event.

Chair Potter said we need to make sure we remember that we are the Film and Digital Commission and include the digital part of the industry in everything we do. This is great work, fantastic.

12. DISCUSSION ABOUT LOCAL INDUSTRY GAPS

Chair Potter said let's start with the internet.

Ms. Ladd said the City put resources into improving broadband. With all the financial issues the City has, it was put on hold. We still have funding but we don't have a person to work on it. She can provide more concrete information at the next meeting.

Chair Potter asked do they need urging from us.

Ms. Ladd said let her make the first contact with staff and see where the push back is.

Commissioner Shaening-Pokrasso said the last thing he heard was that the last mile, so to speak, is left to be done.

Ms. Ladd said yes. It should be solvable easily.

Commissioner Meditch asked is there a Resolution or something this Commission can do in support of this.

Ms. Ladd said probably but let her meet with staff first. It could be very helpful. She will report back next time.

Alternate Commissioner Zlotoff asked when you say you don't have someone to work on it what does that mean.

Ms. Ladd said we had a project manager who worked on it the last 4 years. With the City budget crunch, that person was laid off. The funding is there to finish the project.

Alternate Commissioner Zlotoff asked do you need to identify someone who has the technical skills and drive to do it.

Ms. Ladd said not necessarily. It is mostly coordinating and may be something City staff can do.

Commissioner Shaening-Pokrasso said it is basically brokering a deal with a service provider.

Alternate Commissioner Zlotoff asked by next meeting you will have more information on this.

Ms. Ladd said yes. She will work with staff to come up with the next steps.

Alternate Commissioner Zlotoff said then we can offer our support. We might be able to help.

Commissioner Shaening-Pokrasso said Lee's motivation here is that broadband is a huge driver for this industry. It will be directly related to an economic in surge of energy and access. Especially for post production.

Commissioner Meditch said it becomes a huge marketing tool as well.

Alternate Commissioner Zlotoff asked is there access anywhere in Santa Fe County.

Commissioner Shaening-Pokrasso said at the City offices. Market Station is not accessible yet. The last mile has to be brokered.

Mr. Witt said this is a classic example of why we have a combined City, County

Film Office. The County does have a plan for a broadband roll out. There are 3 trunk lines coming into the County. Some people have paid privately to tie into those lines. A lot of rural areas in the state have faster speed than the City does. With the stimulus package in the 90s a lot of those small rural areas applied for funds for their areas to expand capacity. Santa Fe did not. The City and County can work together on this.

Commissioner Aubrey said so there is a connection then. It is privately held. The studio is an example. At what level and what fee can people access it.

Mr. Witt said there is a high yield connection at the Santa Fe Fairgrounds waiting to be connected. There is an access point on County land. That is one example.

13. UPDATE ON VACANT CITY FACILITIES, ELIAS GALLEGOS AND NANI RIVERA

Commissioner Rivera said we still have the pool area. She said she did want to say that industry gaps are discussed at all the meetings. One of the gaps is talking so much about things and not making things move forward.

Commissioner Rivera said the Manhattan set is being looked at by a movie to repurpose it. There is a new Director running Santa Fe Studios now.

Chair Potter said you and Elias were going to look at other City facilities that might be rentable.

Commissioner Rivera said everything is tapped out.

Chair Potter said so just the pool.

Alternate Commissioner Zlotoff said there are County facilities as well. The County Courthouse that is slated for remodel is empty now. He is assuming if we could make the timing work it would be an ideal location for us. It is a cop show so we could build a police station in there and there are courtrooms there. We could have production offices there as well. He doesn't know how soon that property will be redeveloped and how soon we get this project off the ground. Eric took him over there. It is ideal for his purposes. It has been rented out in past.

Mr. Witt said a Sony production is moving in there in the next couple of weeks. There have been in a lot of productions there.

Commissioner Shaening-Pokrasso said so a pathway to make spaces available is currently in place and it is being utilized. Is there a way to structure a recommendation

to City Council that says vacant spaces will be made available.

Alternate Commissioner Paisner said there was a Resolution in 2011 that City owned property can be used free of charge.

Chair Potter said at our last meeting we wanted to identify locations so we could spell out what we see as available. Were there any other gaps people wanted to discuss.

There were none.

Commissioner Rivera said there are a lot of great location managers here that we use who have lists of inventories of locations. Maybe talk to one of them. One is on this Board, David Manzanares. There are Community College uses as well.

Chair Potter asked when you say "we" are you referring to IATSE. Who is "we" so that we can make it clear for the minutes.

Commissioner Rivera said IATSE and she has talked about her production company or who she is working with. IATSE does manage the location managers.

Commissioner Pierce asked are you saying a gap is there that there is no universal place to go to see what is available.

Commissioner Rivera said no.

Alternate Commissioner Paisner said he sees 3 gaps, education, training and above the line. Education as in learning the craft of film making, training for people in all aspects of the industry and above the line as in writers, directors and actors.

Chair Potter asked are you saying more information needs to be provided to encourage people to go to the 3 film schools we have.

Alternate Commissioner Paisner said the Santa Fe University of Art and Design has been bought by a Singapore company. They may not be focused on film school. IAIA is a good candidate for that.

Chair Potter said the Community College too.

Alternate Commissioner Paisner said there are some exciting prospects there.

Commissioner Shaening-Pokrasso said we are dealing with a transition to Raffles Company with the Santa Fe University. Any means we have to be a driver to what happens in the community on this is important. The importance of the Santa Fe University as anchor in this community for film education is something the Film

Commission might want to be involved in. We could make a recommendation to the Santa Fe University in advance of Raffles coming in.

Chair Potter said she and Randy and Eric are planning to go visit with them once they get settled. As we voted at our last meeting we made a recommendation to draft a letter to IAIA and Santa Fe University asking that they look into providing more physical plant growth. The letter is done.

Chair Potter asked on your recommendation for education, does that cover it for now.

Alternate Commissioner Paisner said it is a step in the right direction. He loves the idea of going to speak to the new administration.

Commissioner Meditch said it is Film and Digital Media. Make sure that is front and center in the conversation.

Commissioner Shaening-Pokrasso said in the case of IAIA and other existing institutions, Santa Fe University is in a unique position to push the priority for school and industry. Maybe revisit the letter so that it is not just focused on space but includes a mechanism.

Chair Potter said she will do that but she thinks it is in there.

Commissioner Lujan said in his experience with his program there are schools that are good at teaching techniques, but, story telling skills are missing. His school is addressing that. They are teaching meaningful story telling. He encourages that kind of outcome.

Chair Potter said the event we were talking about could address that.

Alternate Commissioner Zlotoff said regarding the above the line stuff, the distribution group is really to encourage above the line people to do work here or come here to do work. We need answers to how are they going to pay for it and where are they going to show it. If we can answer those questions that will do it. It is the only sensible approach to encourage above the line talent.

Chair Potter said as we all know we focused as a Commission on pathways. The groups we have broken into are a result of that search.

Chair Potter said if we were going to do a specific recommendation to the City to make the pool and the space above REI available how can we do that.

Ms. Ladd said the dirt at the pool is owned by the schools, the building is owned by the city. It has to be used for public education. The City is not going to put a penny

into it. They can't tear it down because the school district owns part of it. The pool should not be on the list.

Chair Potter asked what about the space above REI.

Ms. Ladd said it is not finished out. It does not have heat or air conditioning. The City has a huge budget crunch. No City investment will be made there unless there is a way to recoup that money.

Commissioner Shaening-Pokrasso asked what is the amount for a build out.

Ms. Ladd said she has heard everything from 1/4 million to a million.

Commissioner Shaening-Pokrasso said even though it is not air conditioned or heated, the City has been amenable to using the space. If a film production thought it would be good for a production would the City work with them.

Ms. Ladd said she thinks so.

Commissioner Shaening-Pokrasso said he has done some small production there. It has electricity, lights and broadband.

Chair Potter said we could have digital people there in the winter. They provide their own heat with their equipment.

Commissioner Rivera said we are growing so fast we need to build the City faster.

14. CITY RESOLUTION REGARDING INDUSTRY PRIORITY

Mr. Witt said at the Mayors direction he is looking to find additional funding and other efforts to promote local film makers. The Mayor asked him to draft a very broad Resolution to ask City Council to direct staff to look for additional funding to promote the film industry. We drafted it, it goes to council to adopt then it comes here for review and you send it back.

Ms. Ladd said it is read and introduced at a Council meeting 30 days before it goes to Council for adoption. During those 30 days it goes to Committees such as Finance committee. This committee should see it in draft form to have input. Right now there is only one Council meeting in November and December. The Mayor could introduce it in November for consideration at the December meeting.

Mr. Witt said this was generated from a conversation Chair Potter had with the Mayor.

Chair Potter said her understanding is that before we ask the City for specific budget items this Resolution needs to achieve it's goal and be established as a priority, then we can go ask for individual things.

Ms. Ladd said it sets the policy priority. Those things will have to be approved individually. The Governing Body has to agree that it is a policy priority for them.

Commissioner Meditch said she talked to the Mayor and got the impression he was talking about putting money into film projects.

Mr. Witt said that is something that would be covered by the Resolution language.

Commissioner Meditch said that would be a huge opportunity for everyone. Seed money to local and digital film makers.

Chair Potter said he is supportive.

Alternate Commissioner Zlotoff said the City has to have someone to decide what projects get that money.

Commissioner Meditch said the Mayor's assumption was that it might come back to this Commission.

Alternate Commissioner Zlotoff said the danger is having to use the funds to hire a person to decide

15. GOALS FOR NEXT MEETING

Chair Potter said we will hear more from Adam's Task Force.

Alternate Commissioner Zlotoff said he will report at the next meeting.

Ms. Ladd said she will give an update on broadband.

Chair Potter said we will get an update on the Resolution.

16. ANY OTHER BUSINESS

None

17. QUESTIONS FROM VISITORS

Mr. Witt said he wanted to put in a plug for James' Open House to check out the campus of IAIA.

Commissioner Lujan said we are breaking ground on our performing arts center and the fitness center.

Mr. Witt said the new studio manager is Octavo Marin. He is from Mexico and is well known and has good connections. He encouraged everyone to meet him. Also Raffles is an upstanding company that is well thought of nationally. They are going to be an asset to this community. He encouraged the Commissioners to look them up on the web to see all of the things they do.

Commissioner Shaening-Pokrasso said he echos that.

Mr. Hendry, a guest, said you have 2 more meetings before the Legislative session which is probably the most important session we have seen in a while. There is an appetite to undercut these things including incentives. They have to come back and fix the budget. You are talking about things that are already here. We spend \$50,000 on Film and Media Day. The film business was started under David Cargo and Bruce King with the original incentive and then a series of bills. It was all about below the line jobs and jobs with benefits. These are the only incentives that create jobs. We are talking about trying to keep our kids here with decent jobs. He can't find construction people to build sets. The people in this town are not connecting with the film business. The things you are talking about exist or are not the most important. You talked for four minutes about the session and spent the rest of the time talking about a party.

Chair Potter said she would like to meet with him so he can tell her what we need to do.

Mr. Hendry said these are peoples lives. We want to create good jobs in Santa Fe. The City is about to lose 240 staff people. They going to lose their union jobs. This is a union business. He suggested that the Commission submit their plan to the City Council and we will also submit a plan to the City Council. You need our support. You do not have the support of City Council. We do. You spent 4 minutes on the future of the business and 45 minutes on the other and that is wrong. You need to get your priorities right.

Chair Potter said thank you for your opinions and input.

Mr. Hendry and Commissioner Rivera left the meeting.

Chair Potter said we need to address creating mechanisms for reaching out. Are there ideas to reach out.

Alternate Commissioner Paisner said an ad in the paper.

Chair Potter said we can try to get articles in the New Mexican. If any one has connections with other publications to publicize what we are doing let her know.

Commissioner Shaening-Pokrasso asked what is the function of the ad.

Alternate Commissioner Paisner said community buy in. He is willing to lend help with an Albuquerque Journal ad.

Chair Potter said let's address Jon's concerns that we are not talking about below the line people and his other issues.

Alternate Commissioner Paisner said \$25 an hour is good but he would like to see students and young people growing up here to have a chance to work above the line and not only break in to the industry at a lower level.

Commissioner Aubrey said the idea was to make contact wherever we can. We did not say how we would implement that. We did talk about John Arthur Smith. It is our job to take on a lot of different things. It is good to focus on supporting the film incentives in any way we can.

Commissioner Meditch asked are we doing enough to support the incentives. We do support it. We did ask for talking points on that.

Commissioner Shaening-Pokrasso said when we first met one of the things that came up was how much do we have input with state incentives. It was expressed that we would support them and to do things locally. That was a role we could play. Cultivate mechanisms for local film makers. To a large degree we all depend on the incentives. They drive the industry however, one of our biggest successes is not depending on something but something that has a longer sustainability. Ideas and projects that come from within our state and the community of Santa Fe that are potential job makers. It helps to promote our community. This is not the first time these incentives have been on the chopping block. It is in our best interest to support it. We are looking at creating sustainable resources with this Commission.

Chair Potter said Lee said the best way to develop a film industry is to get films made here.

Alternate Commissioner Zlotoff said Jon is doing a great job getting people working. There seems to be anger in Jon. He is not sure where that is coming from. Part of his argument is that it is already here and done. If that is the case, why is there a Film Office or a Film Commission. Obviously something needs to be done. He doesn't really understand what his problem was.

Commissioner Shaening-Pokrasso said our event planning of a non union event was a topic of tensions and the fact that our focus is on the core of the industry. Jon's support of the Union is very strong. We are suggesting an above the line support that is different from union type jobs.

Chair Potter said she appreciates peoples input. As a matter of decorum, the audience has their time to speak.

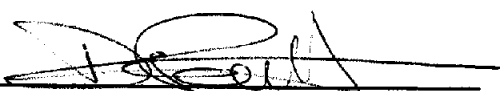
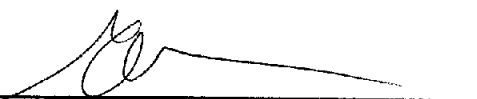
Alternate Commissioner Zlotoff said Jon did attend the Distribution Working Group and said we already have this whole thing and we set it up. It never got off the ground. Let's look at a model that works and that is sustainable without government funding. That is the Achilles heel of New Mexico. Government is the largest employer in the state. We need to figure out a way to have something sustainable without those political winds that we are at the mercy of. Consequently it is unsustainable.

18. NEXT MEETING DATE: DECEMBER 6, 2016

19. ADJOURN

MOTION A motion was made by Commissioner Pierce, seconded by Alternate Commissioned Zlotoff, to adjourn.

VOTE The motion was passed unanimously by voice vote.


Deborah Potter, Chair
Elizabeth Martin, Stenographer

SANTA FE FILM & DIGITAL MEDIA COMMISSION
Post-production Working Group REPORT 11/1/16

The group met and established the facebook page, Santa Fe Postproduction Group. While the page was initiated by the discussions through the Santa Fe Film and Digital Media Commission, it is a public group and not subject to oversight or operated by the commission and will not require formal management by the commission, but rather by citizen volunteers who will act as pagekeepers.

Commission members Shaening-Pokrasso and Aubrey have agreed to manage the page for 3 months and then prepare ongoing oversight.

It is now available at the following link:
<https://www.facebook.com/groups/SantaFePost/>

The page is intended as an open forum of ideas and queries from which the Santa Fe Post community may benefit. Technical questions can be answered, information shared, job postings or queries can be listed. We hope this to be a starting point for a nexus of interaction across the community and welcome input and suggestions. We will now reach out and invite people to be members and build the base of the group.

Further goals:

Contact the Santa Fe Film Office to see if their website could provide a link.
Identify and invite more members and encourage input.

EXHIBIT 1

Santa Fe Film and Digital Media Commission

"Event" Workgroup

Notes from 10/19/16 meeting // Adam Shaening Pokrasso

In attendance:

Jim Gollin
Jilann Spitzmiller
Lee Zlotoff
Pamela Pierce
Ernie Zahn
Randy Randall
Deborah Potter

Premise

The SFe Film and Digital Media Commission has been meeting for several months to support growth with our local film industry, amplifying existing successes with major productions and seeking to create new opportunities for emerging filmmakers and digital media storytellers. The commission has identified a rich community of talent but also an unfortunate culture of disconnectedness amongst professionals and emerging filmmakers alike. We've been tasked with the goal of designing an event, meetup, symposium, forum, mixer, shindig or soiree to shift this culture. The form and details this event takes will be defined by this group but the goal can remain simple - facilitate connections and promote local opportunities and resources.

General Discussion Highlights

- Strengths (see something and meet people)
- Keep it local
- Showcase of what we do
- Visibility of local stuff and local talent
- Highlighting local talent
- Showcase local assets and access to resources
- Gathering to introduce members of the community (industry) to each other
- Structured social (but not too formal)
- Celebration of best year in SFe film
- Break up the group to make collisions within a sub-topic in the industry
- Our first event should aim to attract top industry professionals (not simply an event for anyone)

Outcomes

Make connections!
Celebrating successes and educating locals about the benefits to the community
Showcases experts and resources
Strengthen the core of the film industry

Format

Big idea and introduction >> Mingle for 20 minutes with drinks >> Table conversations with themes and facilitators

Name

TBD - suggestions?

Date

December too soon and too busy. The group agreed that January is more forward looking and easy to schedule.